

## Invitation to Bid

### Purpose

The Director of the Office for Planning and Research (OPR) is seeking a vendor for a period of nine months to complete a study that evaluates the admissions policies used by the University of California (UC) and the California State University (CSU). A Planning Team consisting of representatives of the Office of Planning and Research, the Governor's Office, and the Department of Finance will guide the study.

### Description and Requirements

The vendor awarded this contract shall perform a study, consistent with the requirements of Chapter 324, Statutes of 2015 (Senate Bill 103). Specifically, the vendor will produce a report on the findings of the study. That report will include a determination of the number of students, and proportion of students, who graduated from California public high schools in 2015 who were eligible for admission to the UC and the CSU. The determination of the number of students eligible for admission will also be disaggregated by race, gender, ethnicity, residence, and income. Finally, the report will include an analysis of the factors affecting eligibility for admission for each of those groups.

### Clarification of Terms

***Eligibility for Admission to the UC:*** Most high school students are evaluated pursuant to the university's freshman admission policies. In general, for freshman admission, a student must (1) complete a minimum of 15 college-preparatory courses, with at least 11 finished prior to the beginning of your senior year, (2) earn a grade point average (GPA) of 3.0 or better in these courses, with no grade lower than a C, and (3) meet the examination requirement by taking the ACT Plus Writing or the SAT Reasoning Test by December of the student's senior year. A student will be admitted if the student ranks in the top 9 percent of California high school students or in the top 9 percent of the student's graduating class.

***Eligibility for Admission to the CSU:*** Most high school students are evaluated pursuant to the university's freshman admission policies. In general, for freshman admission, a student must (1) complete a minimum of 15 college-preparatory courses, (2) earn particular combinations of grades in these courses and test scores, and (3) graduate from high school.

***Race:*** For purposes of the study, student groups will be disaggregated based on race using the following categories:

- *American Indian or Alaska Native:* A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.

- *Asian*: A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- *Black or African American*: A person having origins in any of the black racial groups of Africa.
- *Native Hawaiian or Other Pacific Islander*: A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- *White*: A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- Other.

**Ethnicity:** For purposes of the study, student groups will be disaggregated based on ethnicity using the following categories:

- Hispanic or Latino: A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- Not Hispanic or Latino.

**Residence:** For purposes of the study, student groups will be disaggregated based on regions using the following categories:

- Coastal San Diego County.
- Los Angeles and Orange County counties.
- Eastern San Diego County and Imperial, San Bernardino and Riverside counties.
- Fresno, Kern, Kings, Madera, Mariposa, Merced, Stanislaus, San Joaquin, and Tulare counties.
- Sacramento Valley and Foothills: CSSESA regions 3 and 6 plus Butte, Glenn, Tehama, Shasta
- Bay Area: CSSESA region 4 Coastal and Mountain:
- The rest

**Family Income:** For purposes of the study, student groups will be disaggregated based on family income...

## **Bid Requirements and Information**

IFB Available	1/20/2016
Final Date for Bid Submission	2/15/2016
Bid Opening	2/16/2016
Notice of Intent to Award	2/17/2016
Proposed Contract Start Date	2/22/2016
Proposed Contract End Date	11/22/2016

## **Bidder Minimum Qualifications**

Responsive bidders will provide evidence that they possess the following qualifications.

- Experience with higher education policy issues.
- Experience collecting and analyzing California K-12 education data, including transcripts, test scores, grades, and other data generated at the high school level.
- Experience with survey research and statistical analysis, including experience collecting, analyzing, interpreting, and reporting on large data sets.
- Experience working with K-12 schools, school districts, and institutions of higher education.

## **Scope of Work**

The vendor agrees to perform a study and develop a report as described below.

The contractor shall determine the overall number and proportion of students who graduated from California public high schools in 2015 who were eligible for admission to the University of California and the California State University. Eligibility also shall be reported by race, gender, ethnicity, residence, and family income.

The contractor shall develop a methodology that promises to yield a study at least as accurate as the last eligibility study conducted by the California Postsecondary Education Commission in 2008, in which the margin of error (MOE) for the whole sample was 2.1 percent.

Should the contractor use a sampling methodology to determine eligibility, the sample must be large enough and representative enough to attain an overall MOE of no more than 2.1 percent.

Should the contractor use a “big data” method and include most or all student records to determine eligibility, the study must be validated to show a level of accuracy equivalent to what would be a 2.1 percent MOE in a sample survey.

In responding to this ITB, prospective contractors should indicate:

- Whether they intend to use sampling, big-data, or a hybrid approach (e.g., a very large sample).
- The data to be used and the sources of that data.
- How data will be handled to ensure Family Educational Rights and Privacy Act compliance on all levels, including data security.
- The methodology for data collection.
- Internal resources or partners with the competence to determine whether the methodology is likely to achieve the standards of accuracy stated above.

The contractor is responsible for:

- Collecting data.

- Cleaning and correcting data.
- Working with experts to ensure data is interpreted correctly.
- Analyzing data.
- Drafting a report consistent with the requirements in SB 103. This report will be provided to the Planning Team no later than November 1, 2016.

In addition to the above, the contractor shall provide consulting services to the Director of OPR and the SB 103 Planning Team throughout the course of the study and report on progress of the study to representatives of the Department of Finance and the Legislative Analyst's Office.